

EINAT OMER

Brand & Visual Designer

Modi'in, Israel • 052-588-8643 •

einatit1234@gmail.com

[LinkedIn](#) • [Portfolio](#)

Portfolio: branding systems, UX case studies, AI-assisted workflows, interactive Figma prototypes.

Professional Summary

Brand & Visual Designer with expertise in branding, digital products, and AI-assisted creative workflows. Skilled in building scalable visual systems, translating user research into intuitive experiences, and delivering compelling brand narratives across digital and physical touchpoints. Combines strategic thinking, emerging technology, and strong visual craft to solve complex branding and product design challenges. Fluent in Hebrew and English.

Core Skills

Brand & Marketing Design: Brand Identity & Strategy, Visual Systems & Style Guides, Brand Consistency & Governance, Creative Campaigns, Marketing & Social Media Assets, Art Direction, Visual Storytelling, Packaging & Environmental Graphics

Design Foundations: Typography, Composition, Color, Layout, Information Hierarchy, Image-Making, Creative Ideation

UI/UX: User Flows, Personas, Wireframing, Prototyping, Design Systems, Component Libraries, User-Centered Design, Interaction Design, Responsive & Accessible Design, Design Handoff

Tools: Figma, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Miro, Notion

Methods & Collaboration: Design Thinking, User Research, Accessibility, Cross-Functional Collaboration, Stakeholder Communication, Creative Direction

AI & Emerging Design Tools: Midjourney, Stable Diffusion, ChatGPT, Claude Code, Lovable, Base44 (AI-assisted prototyping and concept development)

Education

B.Des. in Visual Communication & Education —
Seminar Hakibbutzim College 2025

UX/UI Design Certification —
Tiltan School of Design 2021

Languages

Hebrew (native) • English (fluent) • Spanish (advanced) • German (basic)

Professional Experience

Design Educator, Visual Communication —

Ministry of Education 2024 – Present

- Lead the graphic design and visual communication curriculum, directing and mentoring 30+ student design projects per year from concept through final execution.
- Direct students through full-lifecycle matriculation (Bagrut) projects, achieving a 100% pass rate and a

95 average score through structured critique and hands-on project management.

- Teach typography, composition, color, and digital execution in Adobe Creative Suite and Figma, training students to turn abstract concepts into structured solutions.
- Facilitate portfolio reviews and critique workshops, strengthening students' presentation and design communication skills.

Product & UI Design Intern —

Studio Sira, Haifa

2025

- Designed layouts, visual hierarchy, and interface components across multiple client projects, collaborating with senior designers.
- Built and maintained reusable component libraries in Figma, improving consistency and streamlining developer handoff.
- Produced high-fidelity prototypes and presentation materials for internal and client reviews.
- Refined designs through studio critiques, research-based iteration, and tight feedback loops with cross-functional stakeholders.

Selected Projects

Rega Wellness Resort — Brand Identity & Web Design

- Developed a scalable brand identity system — logo, typography, color palette, and visual language — for a wellness resort, unifying digital and physical touchpoints.
- Used Midjourney to accelerate concept exploration, reducing the time needed to establish creative direction.

TableFlow — Service-Floor Management Tablet App (UX/UI)

- Designed a workflow-driven interface with color-coded status logic, enabling waitstaff to read table status in under 2 seconds during peak service.
- Conducted user research and built personas for four user groups, aligning design decisions with operational KPIs.

Loopline — Project Management Platform (UX/UI & Brand)

- Designed a dual-role product that makes cross-team dependencies visible and actionable: daily snapshot, dependency map, end-of-day check-in.
- Delivered a fully-wired Figma prototype plus brand identity, logo animation, and AI-assisted marketing videos.